



IOWA **STEM** BRAND EXPRESSION

**THE GOVERNOR'S STEM ADVISORY COUNCIL** is a partnership of educators, companies, students and families addressing policies and programs to improve STEM (science, technology, engineering and mathematics) education in Iowa. By working to engage, provide awareness and prepare every Iowa student, they gain career readiness and we provide a competitive economic advantage now and in the future.

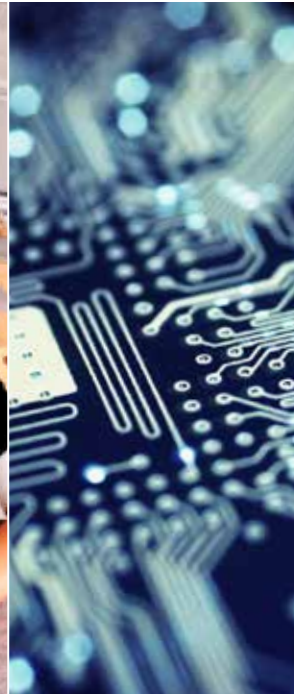
## WHAT UNITES STEM COMMUNICATIONS?

lowa stories engage me.  
I'm inspired by innovation.  
As pieces come together, I understand the whole.



## WHAT PRINCIPLES GUIDE OUR COMMUNICATIONS?

Learning improves lives and creates opportunities.  
Genuine. Earns trust.  
Iowa benefits as Iowa students benefit.





# GREATNESS STEMS FROM IOWANS

## GREATNESS

This leverages the STEM acronym and prominently ties it with our state, conveying the idea that greatness can come from the young people of Iowa. The contemporary block type is intentionally tilted to indicate this is not your ordinary teaching platform, but something fun and exciting.

GREATNESS  
STEMS  
FROM IOWANS

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GOVERNOR'S STEM ADVISORY COUNCIL



Pivotal | Progressive | Growth



## :30 TV/PSA—“GREATNESS”



Cut to two guys on a couch pointing game controller at TV.	SFX: VIDEO GAME SOUNDS
Cut to one guy who addresses camera.	VO: The greatest thing to hit the entertainment industry didn't come from an entertainer.
Cut to camera moving through graphic-mapped streets and pulling out to reveal it is a GPS on the dashboard of a car.	GUY: It was from an engineer who invented video gaming.
Cut to woman at the wheel of the car.	SFX: CAR DRIVING VO: An explorer didn't complete the most astounding feat in navigation.
Cut to a guy with earbuds dancing to the music he hears. We don't see his face.	WOMAN: A scientist did it with the GPS.
Guy stops, pulls out earbuds and addresses camera.	MUSIC: UPBEAT/HIPHOP VO: And the person who changed the face of music wasn't a pop singer.
He starts dancing again.	MUSIC OUT KUTCHER: That person was a math major, inventor of the MP3 player.
Graphic: <b>Greatness STEMs from Iowans</b> Science Technology Engineering Math  <b>IowaSTEM.gov</b>	Music: UPBEAT/HIPHOP KUTCHER or IOWAN: Greatness STEMs from Iowans actively engaged in Science Technology Engineering and Math. STEM. A better way to prepare young minds for tomorrow.

While the initial PSA is designed to show young people how STEM studies can lead to great innovations, we would also provide an extended version targeting teachers, parents and legislators, featuring current Iowa innovators and showing how STEM played a role in their successful careers. These Iowa success stories could also be featured on the STEM website.

*Potential Iowans to be featured: Banno, CEO Wade Arnold (Cedar Falls); Christian Renaud, Mentor-in-Residence at Startup City (Des Moines); Ben Milne, CEO Dwolla (Des Moines); Amanda Styron, CEO Startup City (Iowa City/Cedar Rapids); Jim Yong Kim, Physician, Anthropologist, President of the World Bank (Muscatine)*

PROPOSED CREATIVE

## Governor's STEM Advisory Council Strategic Messaging Map

- Governor's STEM Advisory Council is a partnership of educators, companies, and Iowa students and families addressing policies and programs designed to improve Iowa's educational system focused on science, technology, engineering and mathematics (STEM).

We will engage and prepare our students for a career-ready workforce path, regain our state's historic leadership position in STEM education, and provide a vital competitive economic advantage now, and for the future. We are working to ensure that every Iowa student has awareness and access to world-class STEM education opportunities.

### STEM Organizational Description

#### A LEADERSHIP MANDATE

- Established by Gov. Branstad, cochaired by Lt. Gov. Reynolds, Vermeer CEO Mary Andringa
- Has earned regional/national acclaim
- Raise Iowa student interest and achievement in STEM
- Executive Order #74, modified by #81

#### A PARTNERSHIP MODEL

- Educators including K-12 teachers, administrators, AEAs, parents groups
- Universities, colleges, science centers, nonprofits, youth services agencies
- Companies vested in recruiting and staffing for STEM needs
- Workforce and economic development entities
- Local and state government

#### DATA-RICH ONGOING ASSESSMENT

- Iowa STEM Monitoring Project tracks/benchmarks national, state and local data
- Scale-up programs has increased by 200% year over year
- Iowa STEM Indicators System
- Statewide survey of public attitudes

### A focus on engaging Iowa students, families, educators and business professionals

#### STUDENT-FOCUSED, FAMILY-SUPPORTED ENGAGEMENT

- Need to engage students in new, innovative means including classroom, curricula, content
- Positive improvement after participation in STEM programs, 90% of students 'more interested'

#### TEACHER/EDUCATOR ENGAGEMENT

- STEM Teacher endorsements now in review with expected approval as early as January 2014
- Model for STEM Professional Development (Sept.)
- Challenge to reach rural Iowa
  - › 37% rural vs. 62% of city residents view students as well-prepared for STEM education

### Major current areas of activity:

#### INCREASE PUBLIC AWARENESS OF STEM BY ALL IOWANS

- 65% have heard of improving programs in science, technology, engineering, math; only 26% have heard of STEM

#### ENGAGEMENT OF BUSINESS, HIGHER EDUCATION AND ACTIVE LEARNING COMMUNITY

- Broadband access to all Iowans

#### STEM LICENSURE FOR TEACHER-ED AND STEM PROFESSIONAL DEVELOPMENT

#### STEM CLASSROOMS AND SCHOOLS

#### IT PROGRAMS AND CERTIFICATIONS

#### AWARD AND RECOGNITION PROGRAM

#### SCALE-UP PROGRAMMING

#### STEM NETWORK OF HUBS AND REGIONAL MANAGERS

### STEM will be a vital economic development advantage for quality job growth in our state

#### CURRENT AND FUTURE WORKFORCE NEEDS DEMAND STEM GRADS

- Key to economic vitality
- Iowa STEM talent needs projected to grow by 16% in 10 years

#### CORPORATE/COMMUNITY PARTNERS

- Leading companies in Iowa involved

#### TOP 100 CEO LEADERS FROM IOWA

- Includes Deere, Kemin, Vermeer, Rockwell, Albaugh, Stine



# PR STRATEGY

All of the below strategies and tactics will support the achievement of measurable goals and were created to touch all identified STEM audiences as well as the media.

1

## INFORM (September, October, November)

- Brand essence/logo/tagline
- Student & teacher focus groups
- Teacher survey
- PR plan developed
- Tool kits created & distributed (including message map)
- Media opportunities for cochair
- Reach out to potential partners
- Kick-start social media efforts
- Promote ACT launch of STEM state reports

2

## INVOLVE (December, January, February)

- TV PSAs begin running
- School posters up and parent flyers distributed
- STEM Week kicks off with Legislative Day & launch of student contest #1 (app development)
- Statewide media tour with cochair, local teachers and CEOs to show collaboration
- Launch of reinvigorated IDEAS award
- Reach out to bloggers

3

## INSPIRE (March, April, May)

- STEM-related Spring Break
- Roundtables in HUB communities
- Use STEM-certified teachers as spokespeople
- Trade publication pitches
- Announce/feature IDEAS award winners
- Promote availability of STEM grants
- Media focus on high school & college seniors ready for STEM careers
- Launch student contest #2 (song writing or PSA) in conjunction with State Science + Technology Fair
- Facebook contest

4

## INNOVATE (June, July, August)

- STEM Day at the Iowa State Fair
- Pitch back-to-school special science and STEM sections
- Measure year-two results and share
- Create case study and promote Iowa as the best STEM model in the nation
- Begin planning for year three